WHAT IS CLAIMED IS:

1. An apparatus for performing a wireless communication, comprising:

a wireless communication device;

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means for selecting one from among a plurality of locations that are predetermined to perform the wireless communication; and

means for setting an operating environment for the wireless communication in a mode in which the wireless communication device does not respond to a device discovery request transmitted from a remote device, based on the selected location.

2. The apparatus according to claim 1, further comprising means for holding a plurality of mode setting information items each including information indicating whether the wireless communication device should respond to the device discovery request, the plurality of mode setting information items corresponding to the plurality of locations,

wherein the means for setting the operating environment includes means for setting the operating environment for the wireless communication in one of a mode in which the wireless communication device responds to the device discovery request and a mode in which the wireless communication device does not respond to the device discovery request, based on mode setting information item corresponding to the selected

location.

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- 3. The apparatus according to claim 2, wherein the plurality of mode setting information items each include information indicating whether the wireless communication device should respond to a connection request transmitted from a remote device, and the means for setting the operating environment further includes means for setting the operating environment for the wireless communication in one of a mode in which the wireless communication device responds to the connection request and a mode in which the wireless communication device does not respond to the connection request, based on mode setting information item corresponding to the selected location.
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 4. The apparatus according to claim 2, wherein the plurality of mode setting information items each include information indicating whether it is necessary to authenticate that the wireless communication device and the remote device have a same password, and the

 20 means for setting the operating environment further includes means for setting the operating environment for the wireless communication in one of a mode in which the authentication need to be performed and a mode in which the authentication need not to be performed, based on mode setting information item corresponding to the selected location.
 - 5. The apparatus according to claim 1, wherein

the means for selecting one from among the plurality of locations includes means for displaying on a display screen a selection screen for causing a user to select one from among the locations.

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- 6. The apparatus according to claim 1, wherein the means for selecting one from among the plurality of locations includes means for defining link information for associating each of remote devices with one of the locations, means for performing a device discovery process of discovering a remote device that is present within a wireless communication area of the wireless communication device, and means for selecting one from among the locations based on a result of the device discovery process and the link information so as to select a location that is associated with the remote device discovered by the device discovery process.
- 7. An apparatus for performing a wireless communication with a remote device, comprising:

means for defining link information for associating each of remote devices with one of a plurality of locations that are predetermined to perform wireless communication;

means for performing a device discovery process of discovering a remote device that is present within a wireless communication area of the apparatus;

means for selecting one from among the locations based on a result of the device discovery process and

the link information so as to select a location that is associated with the remote device discovered by the device discovery process; and

means for setting an operating environment for the wireless communication in one of a mode in which the apparatus responds to a device discovery request transmitted from a remote device and a mode in which the apparatus does not respond to the device discovery request, in accordance with the selected location.

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8. A method of controlling an operating environment for wireless communication with a remote device, the method being applied to an apparatus for performing the wireless communication, the method comprising:

selecting one from among a plurality of locations which are predetermined to perform the wireless communication; and

setting the operating environment for the wireless communication in a mode in which the apparatus does not respond to a device discovery request transmitted from the remote device, based on the selected location.

9. The method according to claim 8, wherein the setting includes setting the operating environment for the wireless communication in one of a mode in which the apparatus responds to the device discovery request and a mode in which the apparatus does not respond to the device discovery request, based on one of

a plurality of mode setting information items which corresponds to the selected location, the plurality of mode setting information items corresponding to the plurality of locations.

- 10. The method according to claim 9, wherein the plurality of mode setting information items each include information indicating whether the apparatus should respond to a connection request transmitted from a remote device, and the setting further includes

 10 setting the operating environment for the wireless communication in one of a mode in which the apparatus responds to the connection request and a mode in which the apparatus does not respond to the connection request, based on mode setting information item

 15 corresponding to the selected location.
 - 11. The method according to claim 9, wherein the plurality of mode setting information items each include information indicating whether it is necessary to authenticate that the apparatus and the remote device have a same password, and the setting further includes setting the operating environment for the wireless communication in one of a mode in which the authentication need to be performed and a mode in which the authentication need not to be performed, based on mode setting information items corresponding to the selected location.

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12. The method according to claim 8, wherein

the selecting includes displaying on a display screen a selection screen for causing a user to select one from among the locations.

13. The method according to claim 8, wherein the selecting includes defining link information for associating each of remote devices with one of the locations, performing a device discovery process of discovering a remote device that is present within a wireless communication area of the apparatus, and selecting one from among the locations based on a result of the device discovery process and the link information so as to select a location that is associated with the remote device discovered by the device discovery process.

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- 14. A method of controlling an operating environment for wireless communication with a remote device, the method being applied to an apparatus for performing the wireless communication, the method comprising:
- defining link information for associating each of remote devices with one of a plurality of locations that are predetermined to perform wireless communication;

performing a device discovery process of discovering a remote device that is present within a wireless communication area of the apparatus; selecting one from among the locations based on

a result of the device discovery process and the link information so as to select a location that is associated with the remote device discovered by the device discovery process; and

setting an operating environment for the wireless communication in one of a mode in which the apparatus responds to a device discovery request transmitted from a remote device and a mode in which the apparatus does not respond to the device discovery request, in

10 accordance with the selected one of the locations.